



06-25-04

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RCE
3622

PATENT
P1485US00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor : Keith C. Thomas
Serial N° : 09/472,666
Filed : December 27, 1999
Group Art Unit : 3622
Examiner : Melanie A. Kemper
For : METHOD AND MEDIA FOR VIRTUAL PRODUCT
PLACEMENT

REQUEST FOR CONTINUED EXAMINATION (RCE) TRANSMITTAL
(37 C.F.R. § 1.114)

MS RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450


RECEIVED

JUN 30 2004

GROUP 3600

CERTIFICATION UNDER 37 C.F.R. § 1.10

I hereby certify that this Request for Continued Examination (RCE) Transmittal and the documents referred to as enclosed therein are being deposited with the United States Postal Service on this date, June 24, 2004 in an envelope as "Express Mail Post Office to Addressee", Mailing Label N° EV 363 680 064 US addressed to: MS RCE, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.


Michele D. Norine

DATED: June 24, 2004

1. This is a Request for Continued Examination (RCE) under 37 C.F.R. § 1.114 of the above-identified application.
2. Submission required under 37 C.F.R. § 1.114
 - a. ☐ Previously submitted
 - i. ☐ Consider the amendment(s)/reply under 37 C.F.R. § 1.116 previously filed on _____
 - ii. ☐ Consider the arguments in the Appeal brief or Reply Brief previously filed on _____
 - iii. ☐ Other _____

- b. ☒ Enclosed
- i. ☒ Preliminary Amendment including a Response to the Final Office Action dated February 24, 2004.
- ii. ☐ Affidavit(s)/Declaration(s)
- iii. ☐ Information Disclosure Statement (IDS)
- iv. ☒ Other Amendment Transmittal, including authorization to charge fees to the Deposit Account.

3. Miscellaneous


- a. ☐ Suspension of action on the above-identified application is requested under 37 C.F.R. § 1.103(c) for a period of _____ months
- b. ☐ Other _____

4. A *Petition for a One Month Extension* is also enclosed herewith, including authorization to charge fees to Deposit Account.
5. The Commissioner is hereby authorized to charge the filing fees of **\$770.00** to Deposit Account N^o 50-0439. Please charge any underpayments related to this filing or credit any excess to Deposit Account N^o 50-0439. A copy of this *RCE* is enclosed for accounting purposes only.

Please direct all correspondence to: **CUSTOMER NO. 32709**
GATEWAY, INC.
LAW DEPARTMENT, MS Y04
610 GATEWAY DRIVE
N. SIOUX CITY, SD 57049-2000
(605) 232-1967 TELEPHONE
(605) 232-2612 FACSIMILE

DATED: June 24, 2004.

Respectfully submitted,
Gateway, Inc.

By 
R. Christopher Rueppel
Reg. N^o 47,045

ATTACHMENTS:

1. Copy of *Request for Continued Examination (RCE) Transmittal* for accounting purposes.
2. *Preliminary Amendment Including a Response To The Final Office Action.*
- 3, *Petition for Request for One Month Extension of Time* including authorization to charge the Deposit Account and a copy for accounting purposes.
4. *Amendment Transmittal* including authorization to charge the Deposit Account and a copy for accounting purposes.
- 5 Return Postcard.